

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

NEBRASKA PRESS ASSOCIATION

NPA/OnePress Staff



Dennis DeRossett

Executive Director

Email: dderossett@nebpress.com

Jenelle Plachy

Office Manager/Bookkeeper

Email: jp@nebpress.com

Violet Spader

Sales Manager

Email: vs@nebpress.com

Carolyn Bowman

Advertising Manager

Email: cb@nebpress.com

Susan Watson

Admin./Press Releases/Editor, NPA Bulletin

Email: nebpress@nebpress.com

Allen Beermann

Emeritus Executive Director

Email: abeermann@nebpress.com

NPA Legal Hotline is a free service to member newspapers

The Nebraska Press Association's LEGAL HOTLINE is provided FREE to newspapers as part of their annual NPA membership dues.

For over 30 years, NPA has prepaid annually for the Cline Williams law firm in Lincoln to provide solid, prompt legal advice aimed at preventing trouble and helping our newspapers do their job.

If you have questions or concerns about closed meetings or courts, public records denied, Letters to the Editor or employment law issues, to name a few, please contact Shawn Renner at Cline Williams.

Questions about this free Legal Hotline service? Contact the Nebraska Press Association office.

Have a Legal Question??

Questions about editorial policy, journalism ethics or a legal notice?

Call the Nebraska Press Association Legal Hotline.

Contact Shawn Renner at:
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.
Bank Building, Lincoln, NE 68508, 402-474-6900,
srenner@cliniwilliams.com



EARLY DEADLINES!



NCAN(classified) Ads:

Ads running wk of 11/30/20 - DL Tues., 11/24/20 at 10:00 a.m.

2x2/2x4 Display Ads:

Ads running wk of 11/30/20 - DL Mon., 11/23/20 at 4:00 p.m.

Please pass this information along to all employees.

There will be NO exceptions to these deadlines.

If you have any questions regarding the above deadlines, please contact Carolyn Bowman (cb@nebpress.com).



Nebraska Press Association

Nebraska Press Advertising Service

800-369-2850

www.nebpress.com

Time to request new press credentials for 2021-22 Nebraska legislative sessions

It's time for your reporters to secure new press credentials for the 2021-22 Nebraska legislative sessions. **See the letter (attached to Bulletin) from Clerk of the Legislature, Patrick O'Donnell,**



with details on how to request new credentials. Attached with the letter is a media guide/procedures for journalists for those covering the NE Legislature.

Create fast, interesting videos for social platforms with free editing tool

Innovation in Focus, Oct. 30, 2020

Innovation in Focus picks out various tools and technology to test out, so busy journalists can consider whether they might be a tool they want to use.



This month those from Reynolds Journalism Institute (MO School of Journalism) Innovation in Focus tested Kapwing Studio, a free online editing tool where users can make videos and GIFs with original news content for social platforms. Overall, their experience with Kapwing was positive. They set out to utilize Kapwing's tools to create factual guide videos for Missouri voters for RJJ's social feeds. They experimented with various features such as the site's png maker and video editor.

They were pleasantly surprised with how user friendly Kapwing is. They would say it lives up to the claim that they're the "Canva of video editing." The team is most familiar with editing in programs such as Audition and Premiere. While those programs offer much more specialized options and functions, you're still able to create fast and interesting videos using Kapwing. And if you have little to no experience with video editing, the learning curve is much lower than Adobe and you can produce a great video with very little training. **Full post of learnings and tips:**
<https://www.rjionline.org/stories/kapwing-tips-and-tricks>

Execute your strength: Put names, faces behind the stories

Jim Pumarlo, Oct 30, 2020

Nothing is more satisfying than looking at your product — whether it's the print or digital edition — and smiling in approval, "We've got it covered. We're connecting with our readers."



Developing relationships with subscribers and advertisers is imperative to success in today's fractured media landscape. The stakes are even higher as many newspapers navigate the economic impact of the pandemic.

So play to your strengths. Connect the names and faces of those involved in and affected by items in your everyday news report. Tell their stories.

As a first step, collect a half-dozen copies of your newspaper and sit down for a brainstorming session. Go beyond your newsroom. Your entire newspaper family often represents a great cross-section of your community and can contribute valuable insights. Review the editions, and pay particular attention to the names and faces of the newsmakers. Circle them in red, and make a list.

The exercise is especially helpful when examining coverage of local government meetings. Do many of the same names appear over and over? As an editor friend points out: Are you giving more attention to the folks in the front of the room versus those in the back of the room? Are you writing for the sources or for those affected by government decisions?

Circumstances and deadlines might well dictate that you report just the facts in the next edition. Then, take the next steps.

Consider these examples. A school board raises extracurricular fees to help close the gap between expenses and revenues. A city council imposes plastic bag fees on local merchants, maybe even adopts an outright ban. A county board establishes a grant program for businesses impacted by the coronavirus.

Each action presents possibilities for second-day stories and substantive content that can distinguish you from your competitors. The follow-up reports inevitably will include individuals not normally appearing in your newspaper.

There are opportunities beyond government meetings to broaden your portfolio of newsmakers. For example:

Chambers of commerce have their annual awards banquet recognizing excellence in a variety of categories. At least a half-dozen businesses are often recognized. The list is ready-made news for the next edition. Don't stop there. Profile each of the honorees in successive editions, giving attention to additional names and faces.

Election season is almost gone, but here's an idea for the next cycle. Coverage, for good reason, focuses on the candidates. How about profiling the chair of a campaign committee, the person who really drives the push for votes? Highlight someone in his or her first campaign; highlight a veteran of several campaigns.

High school sports are the heart of many communities, and head coaches naturally receive a great deal of attention. What drives assistant coaches? How are they selected, and why do they cherish their supportive roles? You'll probably find interesting stories and new faces to highlight.

Police blotters are another opportunity to link local residents to events. Consider this report. A bank foreclosed on a house, and a court order was issued to evict the family. Police surrounded the home for two hours, and all ended peacefully. It was the 35th eviction ordered that day. That fact prompts all sorts of questions and potential follow-up stories. Did the evicted families have a common profile? Where did they spend the next night, week, month? Are there community resources to assist these families? It's a sensitive story and one that will require extra effort to pursue. It also will result in a host of new voices on your pages.

Collecting and publishing the news is an imperfect endeavor, at best. Connecting with individuals outside of the normal network of sources often demands more work.

All newspapers strive to consistently produce a report that reflects a living history of their communities. That should drive you to expand the catalog of newsmakers used to tell your stories.

Also, news reports shouldn't be predictable. Broadening the menu of names and faces that appear in your products reflects journalism at its best and generates solid content. It's a win-win for your newspaper and your community.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

Classified Advertising Exchange

Nov. 2, 2020

FULL-TIME NEWSROOM OPENING: The Norfolk Daily News has an immediate, full-time newsroom opening that involves reporting, writing and editing. Page design and photography experience would be a bonus. Applicants should have a degree in journalism or similar field, and demonstrated experience with newspaper or other media outlets. The Daily News is a family-owned new organization with a six-day-a-week newspaper and a comprehensive online, mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to email editor@norfolkdailynews.com or call 1-877-371-1020.

NEWSPAPER FOR SALE: Polk County News in Stromsburg, covering the towns of Polk, Stromsburg, Osceola and Shelby. Supported well by local businesses. Full legal notice pages. The business cash flows very well. It has a great office space located in the former Cornerstone Bank building in downtown Stromsburg. Contact Dave Thompson at dt2036st@gmail.com, or call 402-580-2136.

NEWSPAPER FOR SALE: Central City Republican-Nonpareil for sale after 30 years with the same owners, who are retiring. Building located in heart of downtown and is in great shape, computers including server are all but new. Paper is sound, town has outstanding leadership and community support for the newspaper and its website are strong. We are ready to make a deal, so drop us a line at jensenpub@hamilton.net or write us a note at PO Box 26, Central City NE 68826, and let's make a deal.

OWNERS PLANNING TO RETIRE: Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and 2 smaller newspapers in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing (only one mortgage). You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News, Albion, NE, Call 402-741-5071, or email to: jim@albionnewsonline.com.

NEWSPAPER FOR SALE: Two weekly newspapers for sale in growing Omaha metro area. Will sell individually or as a pair. Serious inquiries only. Contact 402-762-5352.

NEWSPAPER FOR SALE: The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact reporter@voicenewsnebraska.com, or 402-762-5352.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange. Honoring Our Veterans Feature Page; Legislative Press Credentials Letter/ Unicameral Media Guide.

Updated 2020 Nebraska Open Meetings Act booklets available

Nebraska's open meetings law serves as a tool to help all citizens better understand and be more aware of the actions and decisions of elected and appointed officials.

An updated 2020 version of the Nebraska Open Meetings Act booklet, (last updated in 2012) is available for \$1.00 each (plus postage).

To purchase booklets, contact Susan Watson, nebpress@nebpress.com.

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted. Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Need more information? Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: nebpress@nebpress.com.